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VICK'S ASTER BOOK

FOR

FLORISTS

1925

LOOKING DIRECTLY DOWN THE ROWS IN ONE OF OUR ASTER FIELDS
The numerous large blooms and vigorous plants completely fill the three-foot rows

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THE annual commercial value of the crops of asters, while not in a class with corn or wheat, is getting to be a very substantial item, since the crops of asters undoubtedly exceed in value all other crops of outdoor cut flowers grown from seed of annuals. Each year along almost every highway will be seen an increasing number of fields, large or small, devoted to the cultivation of America's most popular outdoor annual. Since it is the business of florists and gardeners to grow what is most wanted, no doubt the acreage of asters will increase still further for some time to come. Their ease of cultivation, hardiness, adaptability for any purpose and wide range of type and color easily explain their usefulness and popularity. Since we have developed on our own farms most of the American varieties catalogued by the best seedsmen, we enjoy, with pardonable pride, the reflection that we have contributed materially to such an important industry and have aided in beautifying America by a type of flowers surpassed by no asters grown in any other country on earth. The varieties listed within are the "best the earth produces."

JAMES VICK'S SONS
ROCHESTER, N. Y.

The Flower City

Vick's
famous
Asters
ADMITTED TO BE THE HARDIEST, MOST HIGHLY DEVELOPED ASTERS GROWN.
MARVELOUS BLOOMS PRODUCED LAST YEAR UNDER MOST ADVERSE CONDITIONS.

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Quantity	ASTER 25	Price

AMERICA'S OLDEST MAIL ORDER SEED HOUSE!

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JAMES VICK'S SONS

Rochester,

New York.

THE FLOWER CITY

IF NOT SUFFICIENT ROOM ON THIS SHEET CONTINUE ON OTHER PAPER

A WELL PLEASED CUSTOMER IS OUR BEST ADVERTISEMENT

We have grown Asters longer, and have introduced more new varieties than any other seedsmen in America.

Our Two Most Popular Novelties

Heart of France

The best pure red Aster ever introduced. All others have somber shades of blue or too much yellow in the color pigments. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable beauty to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft warm velvety texture. In any light, natural or artificial, Heart of France is startlingly beautiful and will command instant admiration.

The flowers are large and full with never a trace of hollow center. The plants are of branching type and very robust habit. The stems are long and strong and have very few laterals. The plants begin to bloom quite early in the season and open fully with the mid-season varieties. They retain their brilliancy and luster for a longer period than almost any other color.

The marvelous satiny sheen and luster on some petals and the velvety softness of others are faithfully reproduced in this photograph. Very short crop this year.

Prices: 1/16 oz., 20 cents; 1/8 oz., 35 cents; 1/4 oz., 65 cents; 1/2 oz., $1.20; 1 oz., $2.00.

Vick's Peerless Yellow

By far the most satisfactory yellow Aster yet produced. The flowers are large, remarkably full and ball shaped, with centers so deeply covered with curled and twisted florets, that the variety is almost a record-breaker in scarcity of producing seed. Every flower will come a beautiful, true light yellow. The plants are of branching type and very vigorous. A single plant will frequently have from twenty to thirty good flowering stems of sufficient length and flowers of ample size for fancy cut flower purposes. So numerous and large are the flowers, that the plants are completely covered like a golden dome.

Crop Failure.

Two New Silvery Asters

Our two new Silvery Asters described on this page are so distinctive and unique in color and so vigorous in growth that they are proving to be unusually popular and valuable varieties for florists. If you have never grown them by all means try some this year.

Vick's Silvery Pink

This exquisitely beautiful flower derives its distinction from its delicate silvery sheen which overlays the predominating color. Each petal has actually the same color from base to tip, but massed in the enormous double blooms the heart of each flower of Vick's Silvery Pink appears a warm glowing pink, while, as the light reflects upon them, the tips of the petals have a silvery sheen which makes them appear almost white, the whole effect of which is indescribably beautiful. The flowers are held aloft on long strong stems. Large vigorous, freely branching plants. This is a very popular color for cut flower trade and we advise our customers to grow a good supply.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Vick's Silvery Rose

Here is another robust, long stemmed, large flowering new variety. Every petal is a combination of deep lilac rose, almost cerise, very delicately threaded with white. Do not get the impression that this is a striped variety. The threads are so tiny as to give the petals a silvery sheen. Even the slightest change in light will shade the petals from a rich glowing rosy cerise to a silvery rose. The ladies say that the old-fashioned color, Ashes of Roses, exactly describes this color. Others call it Old Rose. But as it is infinitely better than several of the earlier varieties introduced by us, to which we gave the name Old Rose, it would be a pity to handicap this mammoth glorious flower with a name suggestive of these inferior predecessors.

The plants are very vigorous. The stems are long and the flowers large. This variety is unique in color, yet harmonizes well with almost all other shades. Very short crop.

Prices: In packets only, each 20 cents; two for 35 cents.

Vick's Lavender Gem

A delicate lavender deepening with age; the most desirable shade for all commercial purposes. Feathery, full double, comet flowers, on slender wiry stems. Medium height. In season fully as early as Queen of the Market, with flowers much larger. Only a little seed harvested.

Prices: 1/64 oz., 20 cents; 1/32 oz., 35 cents; 1/16 oz., 50 cents; ⅛ oz., 75 cents; ¼ oz., $1.25; ½ oz., $2.25; 1 oz., $4.00.

Every high class American seed catalogue lists Asters introduced by us. A catalogue without our Asters is woefully deficient—probably deformed in other respects also.

Our 1924 Introduction

Black Knight Aster

The darkest ever introduced. The delicate sheen of red, which shows only on close inspection, prevents the flower from being a dead black, thus giving it a rich velvety beauty and enhancing its usefulness and value. It harmonizes beautifully with flowers of almost any color or combination of colors. While it wins instant admiration alone, either in bouquets or in garden planting, in combination with other colors not only is it strikingly attractive itself, but it brings out and glorifies the beauty of the other flowers. Black Knight belongs in the Early Branching class. The plant is vigorous; stems are of good length for cutting with few lateral side buds; the flowers are of medium size and well filled.

Sold this year in packets only, each 50 cents; two for 75 cents.

Vick's Imperial Asters

The Most Popular Medium Early Variety

"Daybreak" and "Purity" are so well known that it is sufficient description of this popular class to say that it includes all the colors in the Daybreak type. The plants are usually covered with a mass of long stemmed, large, very double and very compact flowers that command universal admiration.

Prices: Imperial, Lavender, Blue Bird, Lilac and mixed: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Purple or Dark Violet, Yellow and Sunset, in packets only, each 10 cents.

Vick's Giant Purity. Larger and better in every way than the original Imperial Purity, which we no longer catalogue. One of the two most popular varieties ever introduced.

Prices: 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 80 cents; 1 oz., $1.50.

Vick's Giant Daybreak. Like the Giant Purity, Vick's Giant Daybreak is larger in plant and flower than the Imperial Daybreak. The color is a little deeper; the petals are more loosely arranged.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

The Original "Rochester" Aster

Our prices this year are generally lower than the crop harvested warrants. But we put most emphasis on the quality. For VICK QUALITY will be remembered when the price has been forgotten.

Lavender Pink Rochester

Official Flower of the City of Rochester

Named at Request of Rochester Chamber of Commerce

This splendid Aster, of recent introduction, is already better known among seedsmen and commercial Aster growers than many other good varieties that have been on the market for years, and it is steadily increasing in popularity with wholesale florists. The color is an exquisite shade of lavender pink. The petals are narrow, very long, and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl across each other in magnificent disorder. It is a Comet Aster with the vigorous growth and long stems of the Branching sorts, and crowned with immense flowers. The flower illustrated in this picture was over six and one-half inches in diameter. Season a little earlier than Vick's Late Branching. Very short crop.

Prices: In packets only, each 20 cents; two for 35 cents.

Our Newest Rochester Asters

Heart of Rochester, Silvery Rose Rochester, Cerise Rochester

Last year we introduced Vick's Cerise Rochester, a wonderfully beautiful shade, destined, in our judgment, to become one of the most popular colors with florists and amateurs. This year we are happy to introduce Heart of Rochester, which is the same rich glowing red as the famous Heart of France. We also offer our new Silvery Rose Rochester. Both of these varieties will add richly to the completeness of the list of colors in the Rochester class. Heart of Rochester will find, of course, a more important place in the cut flower trade, but Silvery Rose will also find ready sale in a more limited way among flower lovers.

Prices: Silvery Rose Rochester and Cerise Rochester, 1/32 oz., 25 cents; 1/16 oz., 40 cents; 1/8 oz., 60 cents; 1/4 oz., $1.00; 1/2 oz., $1.75; 1 oz., $3.00.

Heart of Rochester in packets only, each 20 cents; two for 35 cents.

Sow part of your seed early and make frequent sowings, so that when the soil becomes warm and mellow you will be ready to set out strong, well-developed plants, neither too young nor too old.

Other Rochester Colors

Early White Rochester

Here is an earlier strain which will receive instant favor since it is better than White Fleece, Early Wonder, or any of the rest of the second early white cut flower varieties. It is similar to other Rochester Asters in every way except that it blooms ten days earlier before the flower markets are flooded.

Prices: In packets only, each 20 cents; two for 35 cents.

Vick's White, Shell Pink Lavender, Rose, Crimson and Purple Rochester

These colors of the famous Rochester class are similar in type to the other members of the family. They are selections out of our Mikado Asters, from which the entire Rochester class has had its origin. The flowers are larger and fuller than either our Mikado or Branching Comet. The blooming season is about the same as Mikado and earlier than Branching Comet or Crego. Rochester Asters are the highest development of the Comet type possible to attain up to this time. They are so double and full centered that the average yield of seed is about one-fourth that of Crego.

The long, narrow petals fall over one another in a charming cascade of color, forming a wonderfully shaggy mass that cannot be equaled for richness of effect. In addition to their great diameter they have a most remarkable thickness, making them truly massive. Vick's Lavender Rochester is an exquisite shade of clear light lavender. Vick's Purple Rochester is a rich shade of deep purple.

Prices: Lavender, Rose, Shell Pink, White, Purple and mixed, 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Crimson in packets only, each 20 cents, two for 35 cents.

Vick's Perfection Asters

Our strains of Asters are not allowed to "run out." On the contrary, each one is improved from year to year. We do not keep with the crowd. We keep AHEAD.

Splendid Mid-Season Uprights

We consider this the finest mid-season erect Aster in cultivation. The flowers are exquisite in form, and the plants equal in height those of the late upright Asters. Grown on our farm, under ordinary field conditions, the flowers average four to five inches in diameter.

Gradually we have developed a new strain in this class in which all the petals of the opening flower fold gracefully toward the center like enormous peonies, while the outer surface of the petals shows a glow or sheen characteristic of some of our newest Asters like Heart of France.

In mature flowers, the outer rows of petals are straight, but the center is completely covered by a mass of curved and twisted petals regularly arranged in a sort of curl or whorl. The broad petals are slightly folded lengthwise, making them appear rather narrow.

The plants are extremely vigorous, with unusually broad, dark green leaves and stout stems. They carry from six to twelve large flowers on long stems free from side branches.

Prices: White, Shell Pink, Rose, Crimson, Purple and mixed; 1/16 oz., 20 cents; 1/8 oz., 35 cents; 1/4 oz., 65 cents; 1/2 oz., $1.20; 1 oz., $2.00.

Vick's Novelty Aster Mixture

We are offering this mixture to our friends in the belief that it is one of the most valuable mixtures which any florist can use. The seed of this mixture was saved from plants grown in our aster experimental grounds, where the work of improving, selecting and producing new varieties is carried on. You can't imagine the wonderful assortment of types and colors which this mixture contains. This year we have an especially large amount of seed from this source.

Prices: 1/16 oz., 20 cents; 1/8 oz., 35 cents; 1/4 oz., 65 cents; 1/2 oz., $1.20; 1 oz., $2.00.

Sow liberally. Have plenty of plants coming on after your fields are first set. Then you will be prepared to replant at once in case of the destruction of your field by storms or droughts.

Vick's Pink Enchantress

One of the Best Novelties in Recent Years

Many successful florists, who grow quantities annually, know that all the good things we have said about this fine Aster have been fully warranted. Among its other good qualities Vick's Pink Enchantress has proved to be a very desirable variety to grow under glass.

Its color is a soft delicate pink, so popular in the Pink Enchantress Carnation. The flower is unusually lasting, both as a cut flower and on the plant, and notwithstanding its delicate shade, the color does not fade.

Vick's Pink Enchantress is upright in habit, as distinguished from the branching type. The plants are very vigorous, making a much stronger growth than any of the older upright varieties. The leaves are large and broad, like those of the branching class. The stems are long, strong and graceful, for the support of the numerous, large, marketable blooms.

In season, the Pink Enchantress is between mid-season and late varieties, coming in ahead of the Early Branching, and as a commercial Pink Aster, it is without a rival in that season.

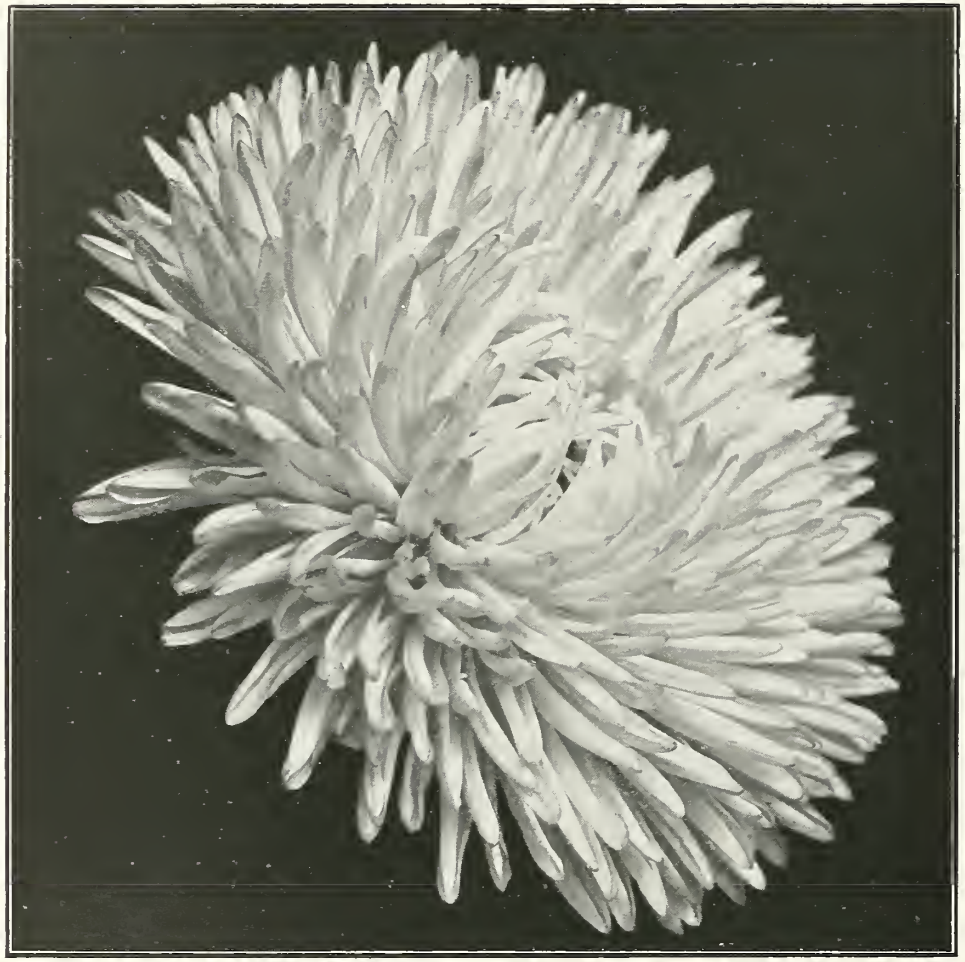
The flower itself is always full double; the petals are of medium length and very broad. Those toward the center fold in very regularly, while gradually, toward the outer edge, the petals stand out more and more, until those on the outside recede from the center, thus increasing the diameter of the flower, which compares favorably in size with the largest flowering kinds on our farm.

The general effect of the loosely arranged, delicately colored flower is indescribably soft and pleasing. The rare combination of desirable qualities in this new production attracted the favorable comment of every florist and seedsman who has visited our farm and has seen it growing under ordinary farm conditions.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Vick's Famous King Asters

Probably half of the best seed catalogues illustrate asters by pictures of flowers which grew on our farms.



Plants of Branching Type

Habit and season similar to Vick's Branching; vigorous in growth, with long, stiff stems and flowers of the largest size. In form the flower is distinct from every other variety. The petals are folded lengthwise, so that they somewhat resemble the quilled varieties, giving the large flowers a bold and striking appearance.

Vick's Violet King is a rich, soft violet purple, very popular everywhere, not only with commercial growers, but with amateurs as well. **Vick's Rose King** is identical with Violet King except in color, which is a brilliant Rose. **Vick's Lavender King** is a fine color in the King class, a beautiful deep lavender. **Vick's White King,** a recent introduction, is a splendid companion to the other colors. **Vick's Shell Pink King** is a soft pleasing blush pink, just the shade to increase the popularity of the whole King class. Crop of White King failed this year.

While the whole class of King Asters has responded splendidly to our efforts to secure larger and more double flowers, the seed productiveness has been greatly reduced, so that we have very little seed to offer. We are certain that those who get it will be well pleased with the investment.

Prices: White, Crimson, Shell Pink, Lavender, Rose, Violet and mixed, 1/16 oz., 20 cents; 1/8 oz., 35 cents; 1/4 oz., 65 cents; 1/2 oz., $1.20; 1 oz., $2.00.

Plants of Upright Type

In this class we have this year White, Shell Pink, Rose, Lavender Pink, Crimson and mixed.

Prices: 1/16 oz., 20 cents; 1/8 oz., 35 cents; 1/4 oz., 65 cents; 1/2 oz., $1.20; 1 oz., $2.00.

The man who gets good seed, but neglects his plants, stands little show of success; but the man who gets poor seed, stands no show at all.

Vick's Triumph Comet Aster

A Highly Developed Strain of a Very Popular Class

A magnificent new class of mid-season Asters, with extra long stems and large fluffy, full double flowers of the finest type. In season, Vick's Triumph Comet Asters are between extra early and the Early Branching varieties, or about the same season as Vick's Royals. Splendid Mikado or Rochester flowers of the best type, on tall, upright plants. A great improvement over any Upright Comet heretofore offered, in size of plant, length of stem, and in size and perfection of flower.

In comparing Vick's Triumph Comet Aster with the so-called Astermums as they were grown on our farms, under as favorable conditions as our Asters ever received, we found that the plants of Vick's Triumph Comet Asters were taller, the stems longer and the flowers much larger and more double than those of the Astermum. Experience proves that in regard to both size and quality, Vick's Triumph Comet Asters are at least four or five years ahead of the so-called Astermum.

Prices: White, Shell Pink, Rose, Lavender, Crimson, Dark Blue, Purple and mixed, 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Vick's Earliest Mixed

Similar to Triumph Comet in every way but very much earlier. We grew several varieties separate, White, Lavender, Shell Pink, Lavender Pink and Purple, but crop is too small to offer separately. Valuable only to the florist who starts plants early, transplants, and sets in open ground as soon as frosts are over, for purpose of having flowers ahead of the early market.

Prices: 1/32 oz., 25 cents; 1/16 oz., 40 cents; ⅛ oz., 60 cents; ¼ oz., $1.00; ½ oz., $1.75; 1 oz., $3.00.

Vick's Royal

This is the age of the specialist. For many varieties of seed we contract with men who grow them better than we could. In Asters we have specialized longer, introduced more varieties and grown more seed than any other seedsmen in America. That is why more Florists buy Aster Seed of us than of any other concern.

A Splendid Early Variety
Superior to Queen of Market

Without doubt one of the best, by many considered the very best, general purpose, early Aster ever introduced. The flower stems start from the plant close to the ground, are free from laterals and consequently give their full strength to the production of numerous large, handsomely proportioned flowers. It will come into bloom almost if not quite as early as Queen of Market. But it is immensely superior to Queen of Market in size, quality and productiveness.

Vick's Royal sown with the late varieties possesses all of the characteristics of Vick's Late Branching, but comes into bloom ahead of the Early Branching. Because of its vigor and productivenes it will succeed under conditions which would be fatal to most other early varieties.

In our belief no other strain of Asters will give more general satisfaction than Vick's Royal. Royal Purple, the first in this class introduced in 1907, is one of our best selling varieties. Vick's Royal White and Royal Shell Pink are larger and a little later than the other colors. Royal Lavender and Royal Lavender Pink are the earliest. Royals are especially well adapted to growing under glass.

Prices: White, Lavender, Lavender Pink, Rose, Shell Pink, Purple and mixed: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Queen of the Market

This is the only class of Asters grown and offered by us which did not originate with us and the seed of which was not grown by us. Queen of the Market was originally a European variety, as everybody knows. This extra early class of Asters is so well known and so popular that it needs no description here.

Prices: White, Peach Blossom or Pink, Rose, Light Blue, Dark Blue, Scarlet, Lavender, Crimson and mixed, ⅛ oz., 25 cents; ¼ oz., 40 cents; ½ oz., 60 cents; 1 oz., $1.00.

"Two things are certain," runs an old saying, "death and taxes." In this connection we might add that failure to grow good Asters is certain if one starts with poor seed; but if one uses good seed and reasonable care, success is as certain as it can be with most things in this world.

Vick's Mikado Aster

The Leading Mid-Season Comet Aster

There is a rapidly growing demand for good Comet Asters of larger size and long stems in the Cut Flower trade. Without the slightest doubt the class of Asters will continue to grow in popularity wherever displayed. The main difficulty has been to find Comet Asters of sufficient substance to stand shipping. In this respect Vick's Mikado Asters are a very superior strain of the mid-season Comet type.

The flowers of this variety are large and full and of good substance; the curved and twisted petals make them resemble huge Chrysanthemums, and they are borne on long stiff stems. Our stock, the past season, as usual, was of the highest quality, with full rounded centers of curled and twisted petals.

The blooming season is most opportune, coming between the extra early and late sorts, thus enabling growers to have Asters of the Comet type from early summer until cold weather.

One of the most important varieties developed on Vick Seed Farms. Vick's Mikado still stands in the lead of all Comet or Chrysanthemum flowered varieties save one, Vick's Rochester Asters. Five colors: White, Shell Pink, Rose, Crimson, Dark Violet and mixed.

Prices: White, Shell Pink, Rose, Crimson, Dark Violet and mixed, 1/16 oz., 20 cents; 1/8 oz., 30 cents; 1/4 oz., 50 cents; 1/2 oz., 85 cents; 1 oz., $1.50.

Vick's Late Branching

The difference in cost between Vick Quality Seeds and the common kind may be only a trifle, but trifles frequently make all the difference between success and failure.

The Peerless Queen of Asters

The popularity of **Vick's Branching Asters** continues to grow. Today more seed of these Asters is sold than of all other American-grown strains. While many other varieties are needed in any well proportioned crop of Asters, few florists could afford to be without a large planting of this exceptionally fine strain. Vick's Branching Asters are catalogued by many reliable seedsmen, from whom it would be perfectly safe for florists to order. There are imitators, however, against whose worthless substitutes we caution our customers and friends.

Bear in mind that Vick's Branching has steadily improved so that it surpasses the type sold only a few years ago. With the exception of our Non-lateral, our Late Branching are still the very best late Asters, and remain unsurpassed in those qualities which are demanded of a high class, quick-selling, commercial variety.

Plants are extra large, of strong and vigorous growth, yielding a profusion of flowers from the middle of August until heavy frost. The flowers are of extraordinary size, and stand erect on long graceful stems. Crop of Shell Pink failed. We recommend Silvery Pink (see page two) which has a better flower and deeper color, or Autumn Glory (page sixteen) which has a better flower and is a little later.

Prices: White, Lavender Pink, Lavender (Azure Blue), Rose (Lady Roosevelt), Purple, Dark Violet, Crimson, Scarlet Gem (Sensation) and mixed, ⅛ oz., 20 cents; ¼ oz., 35 cents; ½ oz., 65 cents; 1 oz., $1.25.

See other colors on opposite page.

Do not confine your knowledge of Asters to the two or three kinds you have grown heretofore. Order our Florists' Prize Offer No. 4 and get acquainted with all the leading varieties.

Vick's Non-Lateral Branching

Vick's Early Branching

This excellent Aster is similar in character of plant and flower to the Late Branching, but blooms about a week or ten days earlier, enabling the grower to market his Asters in advance of the main crop of Late Branching, at a time when there is a scarcity of good Asters, with prices correspondingly high.

The flower stems are entirely free from side shoots, enabling the entire vitality of the plant to go into the development of the few long, graceful stems, crowned by immense double flowers. Practically every bloom is an exhibition flower. What is needed today is not more, but larger and better, Asters. Very sparse seeding.

Rosy Red, our newest color, is a delightfully warm soft shade, lighter than Heart of France and darker than Rose, entirely lacking the clashing yellow and blue color pigments distinguishing some red varieties. Those who respect our advice will use plenty of Rosy Red.

Prices: Rosy Red, White, Lavender Pink, Rose, Lavender, Crimson, Purple, Dark Violet and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Vick's Late Branching

Peach Blossom. A deeper shade of color than Vick's Lavender Pink Branching. Very double; plants nonlateral.

Rosy Pink or Deep Pink. A beautiful shade of considerably more color than Lavender Pink or Semple Pink, but lighter than Branching Rose. Very popular.

This year we have three more colors, **Lavender, Lavender Pink, Rose.**

Prices: 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Peerless Pink Branching. Beautiful shell pink. Resembles Mary Semple, except that it is more double, the center being filled with a thick whorl. A **very small** crop this year.

Prices: 1/32 oz., 20 cents; 1/16 oz., 30 cents; ⅛ oz., 50 cents; ¼ oz., 85 cents; ½ oz., $1.50; 1 oz., $2.50.

Vick's American Comet and Crego

We can't guarantee success, but we do furnish good seed, and good seed is an absolute necessity in order to obtain success. Better not start at all than start wrong by getting seed of doubtful quality.

Vick's American Comet

The American Comet and Mikado Asters have extra large Comet flowers on branching plants, which are vigorous and productive. The Mikado strain originated with us; the original Comet Aster in Europe. We have worked up a strain of American Comet which is unsurpassed. For Comet Asters to come immediately after Vick's Mikado we recommend Vick's Late American Comet very highly.

Our strain has magnificent, large, double flowers of the ragged Comet type. The plants resemble the Branching Asters in size and habit and in season of bloom. Late Lavender and Late Purple are exceptionally large and decorative. The Lavender is a beautiful clear shade of light lavender; the Purple is a fine rich shade and a splendid flower.

Prices: White, Shell Pink, Lavender, Purple, Rose and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Crimson, in packets only, each 15 cents; two for 25 cents.

Improved Crego

The Crego is an Aster of the American Comet type. The only color which is distinctive is a pure shell pink, a trifle lighter shade than the Shell Pink Branching (Mary Semple). The other colors are simply good strains of a class long in cultivation.

The stock we offer is, we believe, the best grade it is possible to obtain anywhere, showing a marked improvement since it came into our hands.

Prices: Shell Pink, White, Lavender, Purple, Rose and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

It is our constant endeavor to produce varieties suitable for all seasons, circumstances of locality and trade and every individual taste. That is the reason for the rapidly growing demand for our Asters.

Vick's Early and Late Upright

Vick's Late Upright

Vick's Late Upright Asters possess all the good points of the important Upright class. The plants grow very compactly, sending the flower stems directly upward, on long, firm, strong stems, sometimes two feet or more in length.

The Plants cover less ground than any of the Branching varieties, and afford better opportunity for cultivation and other work in rows without damage to the flower stems.

Florists and others crowded for room can save valuable space for other kinds of plants between the Aster rows by using varieties of Upright types.

The Flowers in both form and size resemble Vick's Branching Asters, being large, symmetrical, double and full to the centers. The flowers always command high prices in the wholesale markets. They bloom about the middle of September. The demand for this seed is rapidly growing.

The Colors of Vick's Late Upright White, Lavender Pink, and also the Rose closely resemble those of the Late Branching. The Late Upright Crimson has very large flowers of a deeper and more glowing color than those of the Branching Crimson. Amethyst is a wonderful combination of Azure Blue and White.

Prices: White, Rose, Amethyst, Crimson (Giant Crimson), Purple, Peach Blossom and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Rosy Red (new 1920), in packets only, each 10 cents.

Vick's Early Upright

This year we have only White in this class, which is similar to Vick's Late Upright except much earlier, and similar to Imperial Purity in season and type of plant.

Prices: 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Vick's Autumn Glory

Finally, do not get the impression that Asters are our only specialties. We handle about as complete a line of Flower and Vegetable Seeds, and certainly handle as high-grade stocks, as any other seedsmen in America. Tell us whether you are a florist or dealer and ask for our wholesale catalogue.

An Extraordinarily Beautiful, New, Very Late Branching Aster

Pure seashell pink. While similar in color to Semple's Pink, with which all growers are familiar, it has a better and more substantial flower, a deeper and longer-keeping color, larger and stronger type of plant. Its most distinctive characteristic and chief claim for recognition, however, is the fact that it is later in season than any of the other varieties.

While it cannot take the place of Silvery Pink, or Peerless Pink Branching and others of like color, all of which are earlier, it supplements them by blooming after the other Late Asters are past their prime, and before the early Chrysanthemums are ready, thus prolonging the Aster season two weeks, and coming at a time when good flowers are extremely scarce. Vick's Autumn Glory is a money-maker for the commercial grower, and a delight to the amateur. It comes uniformly true to color and type. The flowers are very double and are borne on stems of unusual length.

Prices: 1/32 oz., 20 cents; 1/16 oz., 30 cents; 1/8 oz., 50 cents; 1/4 oz., 85 cents; 1/2 oz., $1.50; 1 oz., $2.50.

All Classes and Colors Mixed

Prices: 1/16 oz., 15 cents; 1/8 oz., 25 cents; 1/4 oz., 45 cents; 1/2 oz., 75 cents; 1 oz., $1.25.

Florists' Offer, No. 1

For the benefit of florists who want only a small quantity of each variety for trial purposes, we offer one retail packet each of any six of our newer varieties, your choice, including our booklet, "How to Grow Asters," regular price 25 cents, for $1.00.

Florists' Display, No. 2.

One packet of any twelve varieties, twelve packets in all, including "How to Grow Asters," $1.75.

Florists' Exhibition Offer, No. 3

Twenty-five packets, your choice of any color or variety offered in this book, not more than one packet of each kind, including our booklet, "How to Grow Asters," $3.00.

Florists' Prize Offer, No. 4

Fifty packets, your choice, one each of any fifty kinds mentioned in this book, including all of our novelties, and our booklet, "How to Grow Asters," $5.00.

How to Grow Asters

1923 Edition

A very complete, authoritative treatise on practical Aster growing based on our experience of over a third of a century in the intensive cultivation of this wonderful flower. It is revised up to date, and contains information about the latest developments in successful Aster culture and recent important discoveries about Aster diseases and enemies and their most effective control,—the result of careful, exhaustive experiments and study on our own farms, in hearty co-operation with our State Experimental Station. Every Aster grower who wants to keep abreast of the times and get the most out of his Aster crop should have a copy of this book.

Price 25c or free with any of the above special offers, or free if requested, with any order for Aster seed amounting to $1.00 or more.

Make Aster Growing a Business

There is this difference between an Aster grower business man and an Aster grower gambler. The business man makes Aster growing a regular business proposition; plans to put in a reasonable acreage every year. The gambler in Asters guesses whether the market next year will be high or low and makes his planting accordingly. If Asters are plentiful one year, he keeps out of the business the next year. On the other hand, if he sees other growers make a substantial profit one year, he puts in an enormous crop the next year. At least three times in five the Aster gambler loses. At least four times in five the Aster grower business man makes a substantial profit. Instead of putting in a large acreage one year and very few plants, if any, the next year, he plans to have a reasonable acreage every year. It almost surely pays.

Make Liberal Seed Sowings

Don't risk your entire success on one variety or on one planting of a number of varieties. With a little experience you will soon find out what kinds do well on your land and in your market. Put in frequent sowings of these kinds every few days so that when soil conditions are right, you will have plants ready to set out, neither too young nor too old. The cost of the seed of the plants not needed is a mere trifle compared with the success at which you aim. If you skimp on the seed needed in the first place and put in one planting only, possibly soil conditions may be unfavorable when your plants are ready to set. We always try to raise more plants than we shall need. For instance, if we plan for one hundred and twenty-five acres of Asters, we put in enough seed in the first place to set about two hundred acres. This insures our getting in about the acreage we plan for. This advice is offered in the hope and the confidence that it will increase the prosperity of our Aster growers who are engaged in a rapidly growing and an increasingly profitable industry.

What Others Have Done You Can Do

"I did not receive a copy of your Aster Book for Florists, and I would like your complete wholesale price list for 1924. I was very well pleased with your Asters last year, and I wanted to get your latest price on Aster seed. Please send me these catalogues and price lists right away, so I can order both asters and get the latest prices."—*G. N. H.*

Elk River, Minn., May 12, 1924.

"Last year's Aster seed was excellent. None better in Lucas County."—*J. M. D.*

Toledo, Ohio, April 1, 1924.

"We had such fine success with your Aster seed last year that we tried them again this year. Now we would like Sweet Pea seed."—*Gould & Company.*

Corry, Pa., April 5, 1924.

"I am enclosing order for Florists' Prize Offer, No. 4—$5.00. Kindly forward as soon as possible. Had great luck with my Asters last year."—*Fred. A. Hayden.*

S. Braintree, Mass., Feb. 23, 1924.

"The year of 1924 far excelled the former years, had wonderful success with Asters."—*Fred. A. Hayden.*

S. Braintree, Mass., Jan. 6, 1925.

While we exercise great care to send out Seeds, Plants and Bulbs of the best types and of high germination, we give no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs or plants we send out, and we will not be in any way responsible for the crop. If the purchaser does not accept goods on these terms they are at once to be returned and any payments made in advance for same will be refunded.

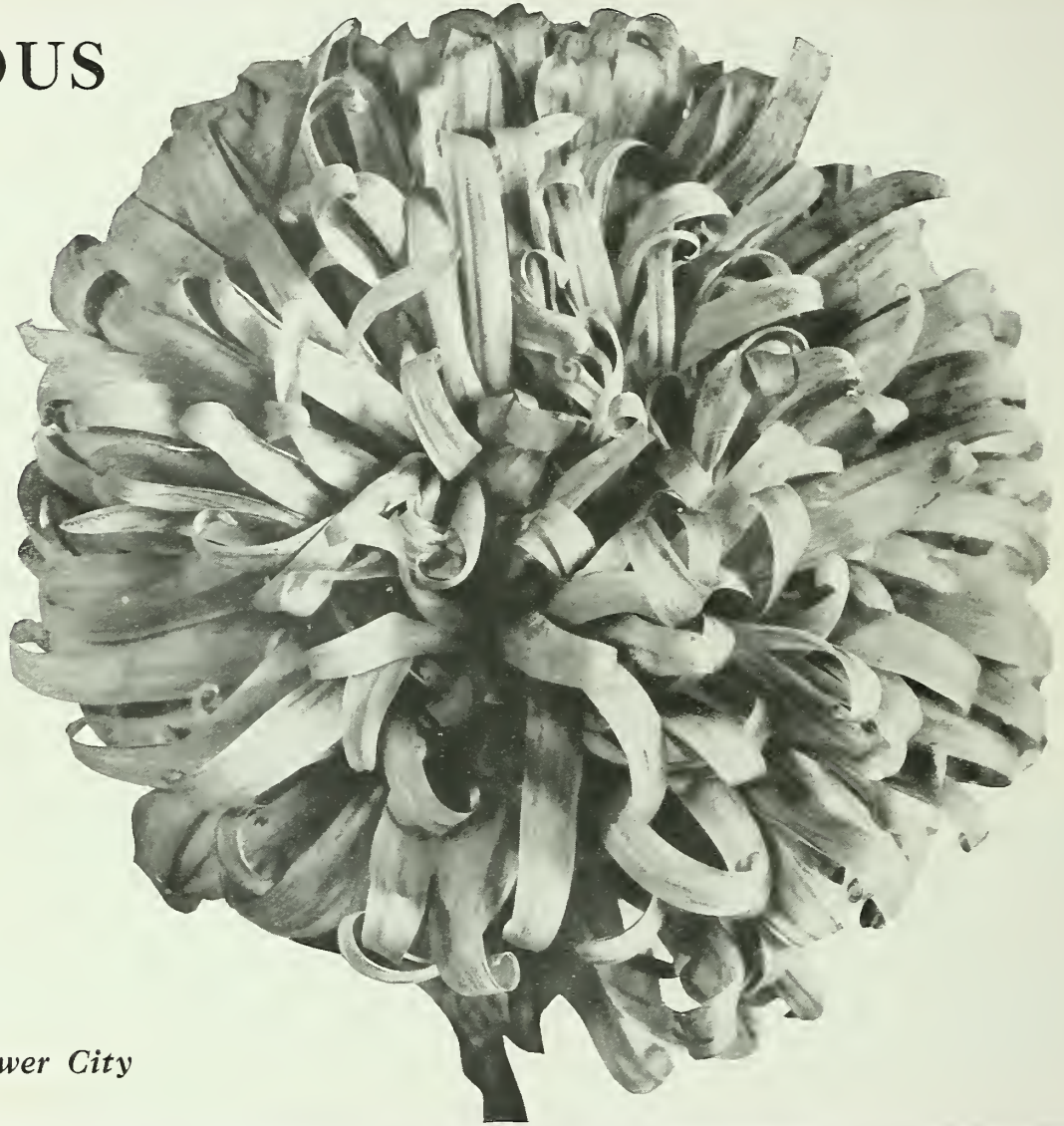
JAMES VICK'S SONS, Rochester, N. Y., The Flower City.

VICK'S FAMOUS ROCHESTER ASTERS

★

The highest development of the Comet Type Asters. Now offered in practically all desirable colors. See pages 4 and 5.

★



James Vick's Sons

Rochester, N. Y., *The Flower City*